

REMARKS

Claims 1 and 44 have been amended to clarify the subject matter regarded as the invention. Claims 1-44 are pending.

The Examiner has rejected claims 1-11, 13-27, and 29-44 under 35 U.S.C. 102(e) as being anticipated by Zigmond et al.

The rejection is respectfully traversed. With respect to claim 1, Zigmond describes using advertisement selection criteria or rules to select advertising content based on advertisement parameters associated with particular advertisements. The ad selection rules can change over time, but the advertisement parameters are fixed. Zigmond, col. 11, lines 31-65. By contrast, claim 1 recites “selecting one of the plurality of sets of content for display by the content display device in accordance with a criterion based on the values associated with the plurality of sets of content, wherein the values associated with the plurality of sets of content are bid values that can vary for a set of content based on a characteristic associated with the content display site.” Support for the amendment to claim 1 may be found, without limitation, in the above-captioned application at page 21, line 14 to page 22, line 2 and at page 28, lines 18-20. Zigmond does not teach or suggest “bid values that can vary for a set of content based on a characteristic associated with the content display site,” as recited in claim 1. As such, claim 1 is believed to be allowable.

Claims 2-43 depend from claim 1 and are believed to be allowable for the same reasons described above.

Claim 44 recites a method executed by the system of claim 1. Therefore, it is believed that claim 44 is also allowable.

Reconsideration of the application and allowance of all claims are respectfully requested based on the preceding remarks. If at any time the Examiner believes that an interview would be helpful, please contact the undersigned.

Respectfully submitted,

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Clover Huang
Clover Huang
Registration No. 55,285
V 408-973-2594
F 408-973-2595

VAN PELT, YI & JAMES LLP
10050 N. Foothill Blvd., Suite 200
Cupertino, CA 95014